

To Whom It May Concern:

Young Women in Business is presenting an afternoon panel session that will bring together members of Vancouver's business community in engaging dialogue about the changing role of young women in business, and exploring the boundaries between male and female leadership.

We are writing to seek your support in providing the time for your employees to attend this event on Friday, May 14th from 1 – 3:30pm. For detailed information on the event and our panelists, please visit <http://exploringpurple.eventbrite.com/>.

As speakers and supporters who will be giving our time for this event, we strongly believe in the value these discussions bring to the development of female leaders. Our goal is for attendees to take away the following benefits that they can apply to their work at your company:

- Gain perspective and learn from shared experiences of the panelists
- Build critical thinking skills that can be applied to their work
- Exposure to other young professionals with similar goals and aspirations
- Engaged networking with other ambitious young leaders
- Opportunity to explore leadership and professional development questions

Further, we believe there are significant benefits to you as an employer by supporting your employees to attend such an event:

- Creates opportunity for professional development of employees
- Opportunity to allow employees to engage in networking with fellow future business leaders
- Increasing awareness of gender balance and development

As an additional benefit, this event will introduce attendees and your company to YWiB and their initiatives. The YWiB network is a non-profit society for emerging female leaders in Western Canada. The network acts as the central forum to connect ambitious young women through a variety of events that provide our members with opportunities to develop relevant skills and knowledge, so that they have the insight, support, and capability to reach their fullest personal and professional potential.

Thank you for supporting your young employees to become Vancouver's next generation of business leaders.

Sincerely,

The **YWiB Board of Advisors** [**Judy Brooks** – Blo Blow Dry Bar, **Bob Elton** – BC Hydro, **Liz Gaige** – Market Navigators, **Frieda Granot** – Sauder School of Business, **Heather White** – 2020 Communications & **Maili Wong** - HSBC] &

Exploring Purple Panelists [**Cybele Negris** – Webnames.ca, **Chris Flett** – GhostCEO, **Anne Giardini** - Weyerhaeuser, **Tamara Vrooman** – Vancity & **Ken Sim** – Nurse Next Door]